



City of Santa Barbara
Airport Department

DATE: December 17, 2008
TO: Airport Commission
FROM: Karen Ramsdell, Airport Director
SUBJECT: Concession Agreement – ProDIGIQ, Inc.,

RECOMMENDATION:

That Commission approve and authorize the Airport Director to execute a month-to-month Concession Agreement, for advertising displays in the Airline Terminal holdrooms, at the Santa Barbara Airport, effective January 1, 2008, for a monthly concession fee of ten percent (10%) of gross revenue.

DISCUSSION:

ProDIGIQ, Inc. is a high tech advertising company that will place plasma screens in the Airline Terminal holdrooms to display targeted advertising to enplaning passengers. A start-up company, ProDIGIQ will use the Airport as a "beta" testing site to refine its program and work out any technical problems before offering their services to Airports on a wider scale.

Two plasma display screens will be mounted in each holdroom. Advertising will be coordinated with flights so that attractions available in the destination city will be featured prior to each departure. Other advertising features include general business or travel related goods and services.

The Airport has agreed to purchase the four plasma screens at a "not to exceed" cost of \$23,000, and provide the digital cable connection. ProDIGIQ will be responsible for the purchase and maintenance of the CPUs and will pay a monthly concession fee of ten percent of gross revenue for the use of the cable and holdrooms.

The proposed Lease Agreement has been reviewed and determined to be exempt from environmental review.

PREPARED BY: Business & Property Division

ATTACHMENT: Map